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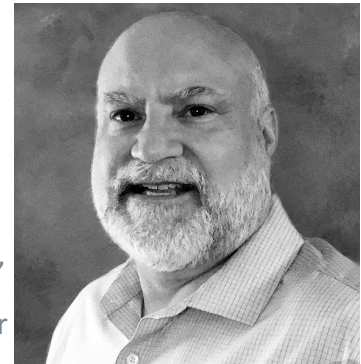
Leadership Experience

vesterras.com

2020-2021

President, Vesterras LLC

Guy Hanford is an experienced marketing professional with over 40 years of service in providing clients and employers with market research, business development, communications, branding, digital focus and creative direction. With the founding of Vesterras LLC, he offers clients a genuine commitment toward increasing sales and helping businesses to grow. Capable of managing detailed projects from initiation to completion, he is a proven team leader with a vast background covering a wide spectrum of industries, including: commercial specialty vehicles; consumer accessibility products; healthcare business office software, industrial equipment manufacturing and IT data management services.



Guy A. Hanford

Professional Career

2017 to 2020

Director of Marketing, Driverge Vehicle Innovations, Richfield, OH

Mr. Hanford was responsible developing marketing strategies and the oversight of all Driverge marketing programs from launch to completion, including: branding and creative projects, brochure redesign and content; digital marketing initiatives, paid search; website SEO; trade show management; market research; videos; and public relations. Mr. Hanford also supported more than a dozen sales representatives and managed communications to a dealer network of 24 nationwide independent dealers. In 2019, he led the new branding efforts of Driverge (formerly dba TransitWorks) including digital and print media, brochures, websites, social media, signage, apparel and vehicles.

2007 to 2017

Director of Marketing, MobilityWorks (aka WMK), Richfield, OH

Mr. Hanford led all marketing programs in the organization that helped to increased dealership locations from 12 to 70 stores in a 10-year span. His role included supervision of direct reports responsible for digital strategy; website content & design; lead generation; lead nurturing; marketing automation; search engine optimization; social networking; literature; public relations; and video production. During this time, he was an integral part of several large competitor acquisitions, CRM platform changes (including Salesforce & Pardot), data analysis, business partner relations and the automation of their online vehicle inventory processes.

Continued

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Leadership Experience (continued)

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1999 — 2007

Marketing Manager, The CSC Group, Brecksville, OH

Mr. Hanford was responsible for the execution of all marketing programs, creative development, digital marketing, PR, print production and trade show management. The company worked C-Level patient financial service executives at larger hospitals and healthcare systems. For over 7 years at CSC, he managed an extensive CRM database of hospitals, contacts and website leads while producing monthly communications, sales materials and presentations in support for 25 account executives and 4 consultants. The CSC Group was acquired by Hyland Software/OnBase in Westlake, OH.

1985 — 1999

Sales Promotion Manager, North American Mfg, Cleveland, OH

Reporting directly to the President, Mr. Hanford was responsible for the coordination of all direct marketing programs, advertising, catalog production, monthly sales communications and trade show displays, providing support for over 50 sales engineers in 25 nationwide sales offices in the U.S. and Canada. He also coordinated the marketing efforts of 12 worldwide distributors, including language translation of materials. North American Manufacturing was acquired by Fives North American in 2008.

1982 — 1985

Art Director, LeGrand Advertising, Cleveland, OH

Reporting to the President/CEO, Mr. Hanford worked directly with agency clients on the design and production of marketing materials, displays, packaging and advertisements from initial concept through printing. He also created designs and finished artwork, while providing client account services, media planning and vendor supervision. LeGrand is now dba McHale & Koepke Communications in Chagrin Fall, OH.

1978 — 1982

Graphic Artist Intern, William Meese Advertising, Cleveland, OH

As as part of apprenticeship program, Mr. Hanford provided design and artwork for client brochures, advertisements and point-of-purchase displays. Major clients served included GE, Swagelok and Vermont American Tools.

LinkedIn Profile:

www.linkedin.com/in/guy-hanford-50901a22

Software Skills

Adobe Illustrator
 Adobe InDesign
 Adobe PhotoShop
 Constant Contact
 FaceBook
 Google AdWords PPC
 Google Analytics
 LinkedIn
 MailChimp
 Microsoft AdCenter PPC
 Microsoft Excel
 Microsoft Outlook
 Microsoft PowerPoint
 Microsoft Word
 Pardot Automation
 Salesforce CRM
 Twitter
 WordPress
 YouTube





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Product and Application Experience

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Commercial Specialty Vehicles

- Non-Emergency Medical Transportation (NEMT)
- Senior Living and Assisted Living Accessible Vans
- Law Enforcement, Work and Crew Vans
- Fleet Management and Leasing



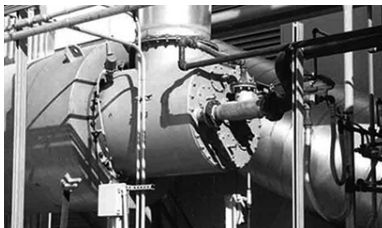
Consumer Products

- Accessible Van Sales, Service and Rentals
- Mobility Scooters and Vehicle Carriers
- Adaptive Driving Equipment
- Home Access Solutions



Healthcare Business Office and Information Technology

- Host Billing System Bolt-On Solutions
- Payment Processing and Insurance Denials
- Enterprise Document Management
- Electronic Patient Records
- Data Management and Systems Integration Services



Industrial Equipment Manufacturing

- Combustion Burners and Blowers
- Engineering and Furnace Design
- Valves, Regulators and Fuel Supply
- Temperature Controls and Electronics

Advertising Agency Services

- Logos, Branding and Messaging Strategies
- Advertising Concepts and Creation
- Website Design, SEO and Digital Marketing
- Brochure and Packaging Design
- Trade Show Displays

